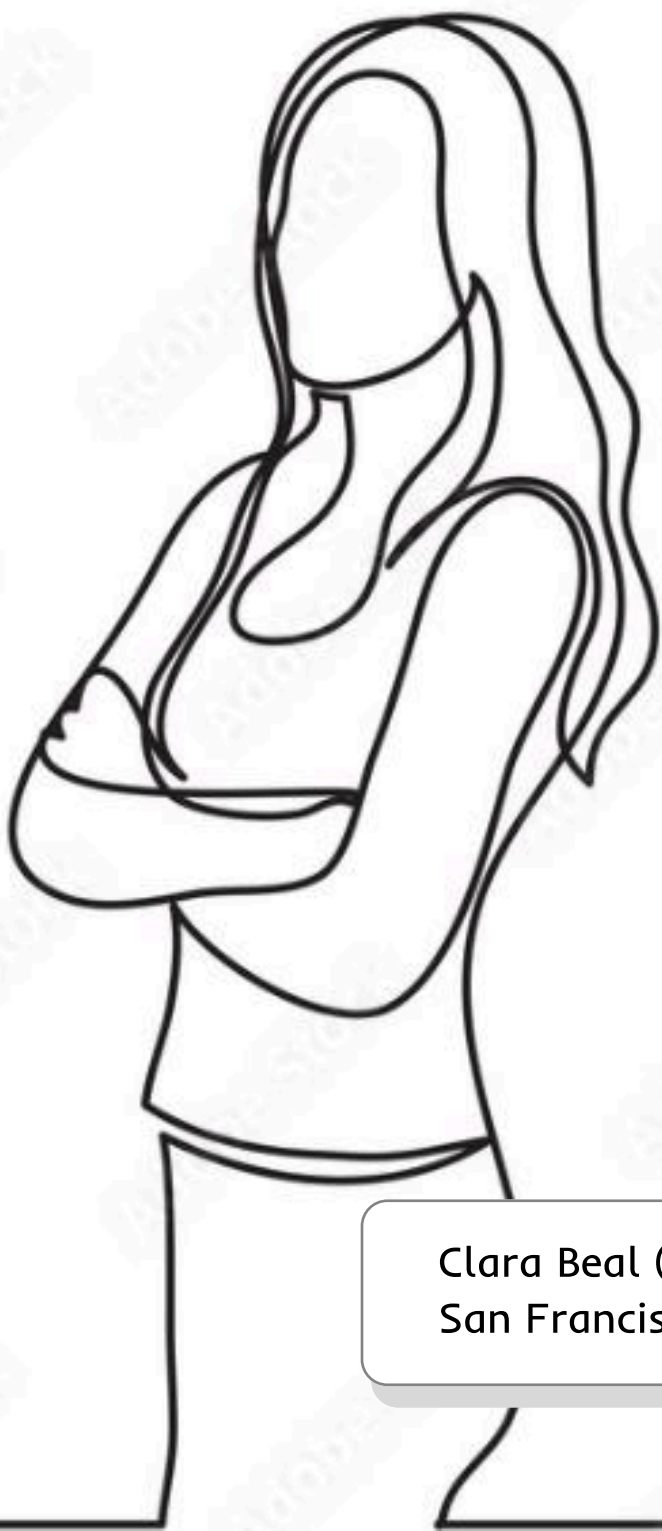




FIND YOUR REP

Case Study

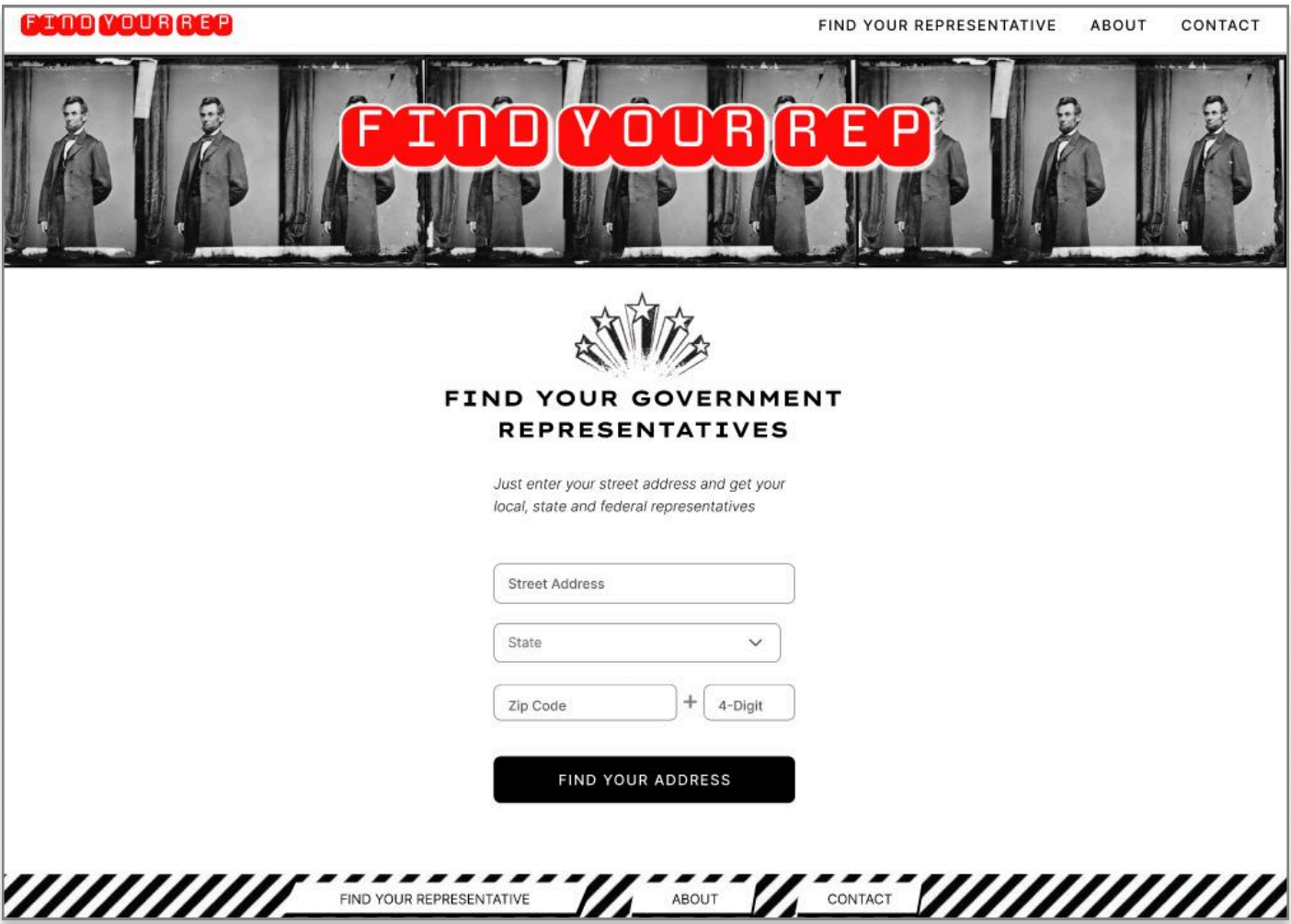


“I actually have no idea who represents me. Yes I vote. I always vote. But I still don’t know who anybody is or how to contact them.”

Clara’s Challenges to Political Participation

- ★ She wants to know who represents her in government
- ★ She wants to know how to contact her representatives
- ★ She wants to see all state, local and federal leaders in one place
- ★ She wants to know which party controls her state and local governments

Clara Beal (41)  
San Francisco, CA



ISSUES

Clara needs to know who her local, state and federal government representatives are but when she searches the internet she gets a lot of information that is unrelated and confusing. Other times she gets too much information and it's hard to pick out what is important.

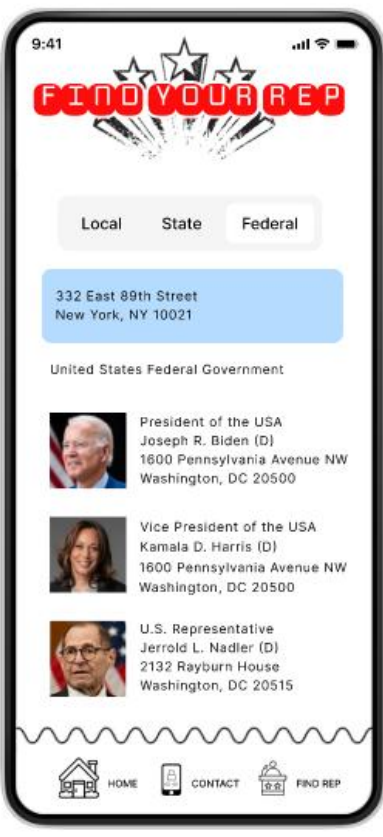
WITH **FIND YOUR REP** IT’S SUPER SIMPLE TO FIND WHO REPRESENTS YOU IN GOVERNMENT



HOMEPAGE



ADDRESS FORM



FEDERAL LEADERS



LOCAL LEADERS



CONTACT FORM

It’s so easy to zone out and be caught up in just living but I want to be involved in public decisions

I’m trying to quickly see who represents me without having to sort through bunch of nonsense

It feels like I am doing something important when I get a reply from my representative

There are other sites for finding out who my politicians are but they are confusing

It’s important for me to feel confident about a site before I enter my address



Megan Chan (23)  
Orlando, FL



Dino Johnson (28)  
Weed, CA



Hanna Goldberg (31)  
Brooklyn, NY



Earl Stecklen (75)  
Greenriver, WY



Monica Chivron (42)  
Chicago, IL

SOLUTION

FIND YOUR REP is an easy way to see who represents you and an easy way to contact decision-makers

SOLUTION

FIND YOUR REP just sticks to the business of informing you about your representative

SOLUTION

FIND YOUR REP has fun styling and makes users feel good about their efforts to contact representatives

SOLUTION

FIND YOUR REP is not trying to sell you anything and does not have a lot of confusing distraction

SOLUTION

FIND YOUR REP is an app you can trust because we believe in democracy and want to help people get involved

